



THE MARKETING MEMO

December 2006

Marketing Branch

Division of Marketing Services

California Department of Food and Agriculture

1220 N St., Sacramento, CA 95814

(916) 341-6005 Fax: (916) 341-6826

www.cdfa.ca.gov

PROGRAM ISSUES

PISTACHIO MARKETING AGREEMENT IS IMPLEMENTED:

The Department recently decided to implement the California Pistachio Marketing Agreement based upon a public hearing and subsequent processor sign-up. This program is similar in many respects to the former Pistachio Marketing Agreement that was terminated in 2005 after operating for more than ten years. The program is only binding upon those pistachio processors who chose to sign-up for it. The program prohibits participating processors from committing three practices deemed by proponents of the proposed agreement to be detrimental to the pistachio industry; commingling artificially opened pistachios with naturally opened pistachios, bleaching or otherwise treating pistachios with chemicals to remove shell stains, and shipping pistachios that have not been tested for aflatoxin to designated export markets. For more information on this program, please contact Dennis Manderfield.

INTERIM EXECUTIVE DIRECTOR FOR THE CUT FLOWER COMMISSION:

Chris Zanobini is currently the Interim Executive Director for the California Cut Flower Commission. As you may know, Chris is also the Executive Director of the California Pear Advisory Board. You can reach Chris at (916) 441-0432.

HEARING ON LEAFY GREENS MARKETING AGREEMENT:

A hearing to take testimony from persons who would be affected by a draft leafy greens handler marketing agreement has been scheduled for January 12, 2007 at the Monterey County Fairgrounds, 2004 Fairgrounds Rd., Monterey, CA. The hearing is scheduled to start at 10 a.m. A notice of the hearing and the draft leafy greens handler marketing agreement have been sent to approximately 120 potential leafy greens handlers in California and others who would be directly affected by the agreement. If you would like a copy of the notice and proposed agreement, please visit our website: www.cdfa.ca.gov/mkt/mkt.

The marketing agreement is only the first step in an overall plan that would then move to a grower marketing order, which would verify and enforce the best management practices among all leafy greens growers. For more information, please contact Lynn at the Branch.

ADMINISTRATIVE ISSUES

MEETING NOTICES FOR ALL PROGRAMS TO BE POSTED ON MARKETING BRANCH WEBSITE:

Our newly designed Marketing Branch website is up and running. One of the new features on the site is meeting notices for all programs are being posted. In order to facilitate this change, we are requesting that all programs, in addition to mailing meeting notices to their Marketing Branch liaison, also email them to Ramiro Casillas rcasillas@cdfa.ca.gov & Kim Jagelka kjagelka@cdfa.ca.gov at the Branch.

TABLE OF DUE DATES:

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

TABLE OF DUE DATES		
Item	Applies To:	Due Date
Quarterly Contract Report	Marketing Orders, Agreements and Councils	Qtr 3, 2006 Was Due: October 31, 2006 (July – September 2006) Qtr 4, 2006 Due: January 31, 2007 (October-December 2006)
Ethics Training	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none">• New members: within six months of assuming their position.• Continuing members: every two calendar years. Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to Beth Jensen of the Marketing Branch
Member Lists	Marketing Orders, Agreements, Councils, and Commissions	As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.
Financial Audits	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.

GENERAL INFORMATION

MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth Jensen at 916-341-6005, or via e-mail at bjensen@cdfa.ca.gov to include information in this section.

Executive Assistant

The Dairy Council of California, a provider of nutrition education www.dairycouncilofca.org, is currently recruiting for an Executive Assistant, in Sacramento. This position performs administrative duties for the CEO and Board of

Directors. Responsibilities include: High level communication with Board members, customers, and personnel; travel arrangements, correspondence, compilation of reports and planning and meeting planning.

To qualify you must have a BA degree or a min of 5 years of executive level administration experience, highly developed organizational, interpersonal, written and verbal communication, ability to successfully execute many complex tasks simultaneously. Must be proficient with Microsoft office applications.

We offer an excellent work environment and benefits package. Please submit resume and salary history to akruger@dairycouncilofca.org

MARKET ENFORCEMENT ADVISORY:

Attached is the Market Enforcement Advisory Notice for December 2006. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at 916-341-6276.

PEST DETECTION ADVISORY

Attached is the Pest Detection Advisory of current pests affecting California agricultural products. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at 916-654-1211.